#### Composition of Zipcode 48439

Category	Zip Code
2010 Population	46,805
2010 Households	19,390
2010 Group Quarters	351

#### Missionscape: Cultural Bridges

NOTES

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	16,583	86%
HH Uses Computer For Internet/E-mail	14,414	74%
Reading Books	11,917	61%
Watching Diet (Health/Weight)-Presently	11,426	59%
Controlling Diet		
McDonald's	10,930	56%
Non-Presc-For Regular Headaches	10,632	55%
HH Uses Computer For Word Processing	10,337	53%

# Getting Informed

More zip information may be found on the MissionalCorps.org website and more specific data for each lifestyle segment may be accessed at the BSCM Missional Resources web page.

# Getting Involved

To learn more about this location, please contact convention office (info@bscm.org).

The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and patterns

The Communities Summary identifies the top three types of communities in the zip code, the

number of households, and the percent of the zip code. Communities are comprised of multiple

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households in the county.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

Reaching Grand Blanc, MI

## **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 48439 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 13,455 Percent: 69.39%



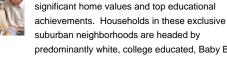
Households: 2,118 Percent: 10.92%



Percent: 7.81%



Households: 1.514



predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

As the wealthiest households in the nation, upscale communities boast high household incomes,

### Aspiring Communities

**Upscale** Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

#### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



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(69% Unreached)

(67% Unreached)

Young Cosmopolitans

### Top Lifestyle Segments in Zipcode 48439



Small-town Success

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 4,086 Percent: 21.07%



### Urban Commuter Families

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 2,653 Percent: 13.68%



Successful Suburbia

#### (75% Unreached)

The households in Successful Suburbia are located primarily in East Coast towns on the metro fringe. Predominantly white and college educated, these middle-aged couples and families have settled in upscale homes built around 1985. These homeowners earn relatively high incomes from a combination of management and professional jobs in health care, retail and manufacturing. This cluster is a haven for married couples with children.

Households: 2,527 Percent: 13.03%

# ched) College Town Communities

couples.

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.

#### (78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Dream Weavers is home to well-off families living an affluent, suburban

version of the American Dream. Ranked second in terms of wealth, they live in

new-money subdivisions, possess high incomes, have college degrees and

own large houses valued at more than twice the national average. Many

households contain families with school-aged children-no segment has a

higher rate of married residents-and more than half contain dual-income

#### **Dream Weavers**

## (72% Unreached)

(83% Unreached)



Households: 1,510 Percent: 7.79%



Households: 984 Percent: 5.07%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	13,811	71.23%
Religious but NOT Evangelical	2,954	15.24%
Spiritual but NOT Evangelical	2,507	12.93%
Non-Evangelical but NOT Interested	8,349	43.06%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,049	5.41%
Inactive Evangelical HHIds	4,530	23.36%



Households: 1,728 Percent: 8.91%